

## **CLAIMS**

What is claimed is:

1. A method for sales process configuration, the method comprising:  
responsive to an opportunity to create a sales process, determining at least one context associated with said opportunity;  
discovering at least one step for creating said sales process;  
discovering at least one sales activity associated with said at least one step for creating said sales process; and  
combining said discovered at least one step and said discovered at least one sales activity to create said sales process.
  
2. The method according to claim 1, further comprising selecting at least one rule which is utilized to create said sales process.
  
3. The method according to claim 2, further comprising processing sales process information for said opportunity based on at least one of a seller entity level, a business unit entity level and a corporation entity level based on said selected at least one rule.
  
4. The method according to claim 1, wherein said discovering said at least one step is done dynamically.

5. The method according to claim 1, wherein said discovering said at least one activity is done dynamically.

6. The method according to claim 1, wherein said at least one context comprises at least one of offer, vertical, customer, channel and geography.

7. The method according to claim 6, further comprising combining a plurality of said at least one of offer, vertical, customer, channel and geography for said opportunity.

8. The method according to claim 1, further comprising receiving at least one input comprising at least one of offer, vertical, customer, channel and geography.

9. The method according to claim 1, further comprising generating a confidence score for said created sales process.

10. The method according to claim 1, further comprising generating at least one rule which is utilized to create said sales process.

11. A machine-readable storage having stored thereon, a computer program having at least one code section for sales process configuration, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

responsive to an opportunity to create a sales process, determining at least one context associated with said opportunity;

discovering at least one step for creating said sales process;

discovering at least one sales activity associated with said at least one step for creating said sales process; and

combining said discovered at least one step and said discovered at least one sales activity to create said sales process.

12. The machine-readable storage according to claim 11, further comprising code for selecting at least one rule which is utilized to create said sales process.

13. The machine-readable storage according to claim 12, further comprising code for processing sales process information for said opportunity based on at least one of a seller entity level, a business unit entity level and a corporation entity level based on said selected at least one rule.

14. The machine-readable storage according to claim 11, wherein said discovering said at least one step is done dynamically by said at least one code section.

15. The machine-readable storage according to claim 11, wherein said discovering said at least one activity is done dynamically by said at least one code section.

16. The machine-readable storage according to claim 11, wherein said at least one context comprises at least one of offer, vertical, customer, channel and geography.

17. The machine-readable storage according to claim 16, further comprising code for combining a plurality of said at least one of offer, vertical, customer, channel and geography for said opportunity.

18. The machine-readable storage according to claim 11, further comprising code for receiving at least one input comprising at least one of offer, vertical, customer, channel and geography.

19. The machine-readable storage according to claim 11, further comprising code for generating a confidence score for said created sales process or a subsequently created sale process.

20. The machine-readable storage according to claim 11, further comprising code for generating at least one rule which is utilized to create said sales process.

21. A system for sales process configuration, the system comprising:

- a sales process configurator that determines at least one context associated with said opportunity in response to an opportunity to create a sales process;
- said sales process configurator discovers at least one step for creating said sales process;
- said sales process configurator discovers at least one sales activity associated with said at least one step for creating said sales process; and
- said sales process configurator combines said discovered at least one step and said discovered at least one sales activity to create said sales process.

22. The system according to claim 21, wherein said sales process configurator selects at least one rule which is utilized to create said sales process.

23. The system according to claim 22, wherein said sales process configurator processes sales process information for said opportunity based on at least

one of a seller entity level, a business unit entity level and a corporation entity level based on said selected at least one rule.

24. The system according to claim 21, wherein said sales process configurator discovers said at least one step is done dynamically.

25. The system according to claim 21, wherein said sales process configurator discovers said at least one activity is done dynamically.

26. The system according to claim 21, wherein said at least one context comprises at least one of offer, vertical, customer, channel and geography.

27. The system according to claim 26, wherein said sales process configurator combines a plurality of said at least one of offer, vertical, customer, channel and geography for said opportunity.

28. The system according to claim 21, wherein said sales process configurator receives at least one input comprising at least one of offer, vertical, customer, channel and geography.

29. The system according to claim 21, wherein said sales process configurator generates a confidence score for said created sales process or a subsequently created sale process.

30. The system according to claim 21, wherein said sales process configurator generates at least one rule which is utilized to create said sales process.

31. The system according to claim 21, wherein said sales process configurator comprises at least one of a database server, a sale process server, a sales process rules engine, a sales process discoverer and a sales process modeler.